

OFFICIALLY ENDORSED BY THE OCEAN BEACH CHAMBER OF COMMERCE

Community
Spirit Upheld

THE BEACH NEWS

Circulating in
Every Home

Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, Roseville and Point Loma Heights

VOL. 2—NO. 4

4829 SARATOGA AVENUE

Ocean Beach, California, January 26, 1923

PHONE: POINT LOMA 17

50 Cents a Year
5 Cents the Copy

KIND WORDS FROM THE NAVY

Another Subscriber For Two Years Gives Positive Proof of Being a True Blue Booster

San Diego, Calif., Jan. 23, 1923.
Mr. Kirk Smith,

Editor The Beach News:
Some time ago I received a copy of your wonderful paper, which I read with much interest. It surely seemed great to read about the many old time Ocean Beach people that I had the pleasure of meeting and taking back and forth from O. B. to San Diego. For five years I was the captain and pilot of one of the Ocean Beach street cars, and during that time made many friends.

The people I learned to know were very nice and I am certainly glad to know they have such a wonderful paper.

Mr. and Mrs. Smith deserve much credit for starting this great little paper and I wish them all the success in the world. Enclosed please find \$1.00 for which I hope to have you enter my name among your many subscribers for the coming two years.

Hoping to keep in touch with Ocean Beach and the many nice people that live there,

Yours for success,

ALBERT GOKENBACH,
Chief Commissary Steward U. S. S. S. P. Lee, No. 310, San Diego, Calif.

Only two places to eat—at home and the Newport Cafe. Service that satisfies.

ARRIVES FROM ALBUQUERQUE

Mrs. T. J. Ford of Albuquerque, New Mexico, arrived last Saturday and expects to stay here all summer, moving soon into her own bungalow on Cable street, near Narragansett avenue. Mr. Ford is expected next week and will remain here a short while. He sends word that there are numerous people coming this summer to Ocean Beach from his section of the country.

SOME STRIKING SIGNS

A huge sign on the side of the O. B. Plumbing establishment on Niagara avenue tells the world where to find "Charlie" Pelcher's new place of business, which also has a lot of other striking signs. In neat black letters on a white background the lines "Sanitary Plumbing," "O. B. Plumbing Co.," decorate the wide windows of the very attractive show rooms, while the words "Workshop" and "Warehouse" on the windows of the adjoining building designate the necessary plumbing adjuncts.

GOOD CONSTRUCTIVE WORK

B. Drumm, the well known O. B. contractor and builder, is rushing along the construction of the new Dougherty building on Bacon street. The Hutchins Roofing Co., of 3588 Delbergia street, is doing a fine job on the roofing, and "Jim" Dougherty himself is putting in some hard-licks here and there.

HENRY HELPS TO SELL 'EM

When it comes to furnishing Beachites with a first class automobile fresh from the factory, Henry Eulberg of the Ocean Beach Garage, is right on the job. Recently, he was directly instrumental in supplying A. J. Allen of Newport avenue with a brand new Chevrolet sedan of the latest type, and the purchase has proved highly creditable and satisfactory to all concerned.

Z. I. Taylor has been ailing at his home on Cable street but is now able to be out again.

★ THE "STAR" CAR HERE ★

The Maine Garage has secured this territory for the sale of the new "Star" automobile, which sells at the phenomenally low price of \$558.75 delivered HERE at your own door.

"Star" Shaffer of the Maine Garage on Newport avenue, announces that demonstrations are gladly furnished free and all purchasers will be taught how to drive, the mechanism of the new car being extraordinarily safe and simple.

The manufacturers of the "Star" boasts of the following remarkably fine construction: Fedders radio, silent Morse chain instead of timing gears, Timken front axle, Red Seal Continental motor, drilled crankshaft, hollow camshaft, dryplate disc clutch, Timken rear axles, Timken bearings throughout running gear, semi elliptic springs, and other special features.

Check over the above with other cars of a much higher price and you'll be surprised at the wonderful bargain offered in the "Star" for \$558.75 delivered here.

★ A JAZZY MASQUERADE BALL ★

For a really one hundred per cent night of enjoyment, you can't afford to miss the jazzy masquerade ball to be held at Benbough's "Garden of Eden" tonight. An augmented orchestra will furnish music that'll make you want to dance until you just can't keep still, while all sorts of fancy and comical costumes will be worn by the dancers.

HOT ROLLS—Fresh Daily—at the O. B. Bakery, 1877 Bacon st. Phone Pt. Loma 72 W-K.

THE OCEAN THEATER

Patronage went "over the top" at the Ocean Theater this week, the "S. R. O." sign being displayed on presentation of the big feature plays, and a like state of satisfaction promises to happen next week with the booking of beautiful Priscilla Dean in her greatest picture, "Under Two Flags." Admission is placed at thirty cents for adults, and half price for children, with the doors opening early to avoid a crush at this big special feature on next Wednesday and Thursday evenings.

For Saturday, Manager Eriesson has secured Constance Talmadge in "Woman's Place," with the added attraction of the "Hallroom Boys" comedy, and on Sunday a feature will be made of Vivian Martin in "Pardon My French," with a good comedy also added.

HEAVY SHEETS, 72-90, Special at the O. B. DRY GOODS, \$1.25 each. Bed Spreads, \$1.50 each. Boys' Khaki Stronghold Kneeland Pants, \$1.40—8 to 16.

CHRIS BAKES HIS OWN

Right here at Ocean Beach, on the corner of Cable and Voltaire street, Chris Homeyer has installed a Barker rotary baking oven for the production of hot bread every forenoon for his customers. "Chris" is an old timer at the baking game and has taught many a youngster how to prepare the "staff of life" to please the public. His products here are in good demand and his prices are such as to suit all purses.

F. W. Collins is constructing a store building for C. M. Foote of San Diego, between Cundell's meat market and the Aviator pool hall on Newport avenue.

J. E. Wittes has returned from a trip north and is being kept busy with a number of painting contracts.

INCREASE IN LOCAL INDUSTRY

Baker Maybee Making Preparations For Enlarging His Fine Bakery Plant to Keep Pace With Popularity

With the expansion of business in general at Ocean Beach, each and every industry begins to feel the impetus of prosperity. One particular instance is afforded by the plans of W. Maybee for the enlargement of the O. B. Bakery on Bacon street. At his present plant Baker Maybee is working almost to capacity supplying a steady stream of retail customers as well as filling orders for wholesale delivery to local merchants. Preparations are under way for increasing his work-rooms, besides transferring the selling department to an adjoining building, now occupied partly by the Reid Transfer company.

Baker Maybee personally superintends the production of his many and varied bakery products, and is materially assisted by Leo Johnson, formerly of the "Breakers" Cafe, while Mrs. Maybee ably conducts the retail trade. The machinery equipment of the plant is modern in every particular. The dough is prepared in a heavy Read-Deitz three-speed mixing machine and there is a patented bun-divider of the latest type. The brick oven is 11x13 in size, and is heated to the desired temperature by oil consumers, 500 gallons distillate being used monthly, and is a product of the Ingle Manufacturing company. The bread, pies, cakes, and cookies are all prepared under the most sanitary conditions, the racks, bowls and other equipment being modern in every detail. Bread loaves are wrapped in sanitary paper wrappers for delivery to customers and a specialty is made of cakes and confections on individual orders for all sorts of celebrations.

Baker Maybee is justly proud of the fact that ten out of eleven local food merchants handle his bakery products, and there is a decidedly growing demand for his bread, buns, pies, cakes, and various kinds of culinary confections.

REGULAR DINNER, from soup to dessert, served daily for 50 cents at the MAIN Restaurant, 5065 Newport Ave., Ocean Beach.

TODAY IS ELECTION DAY

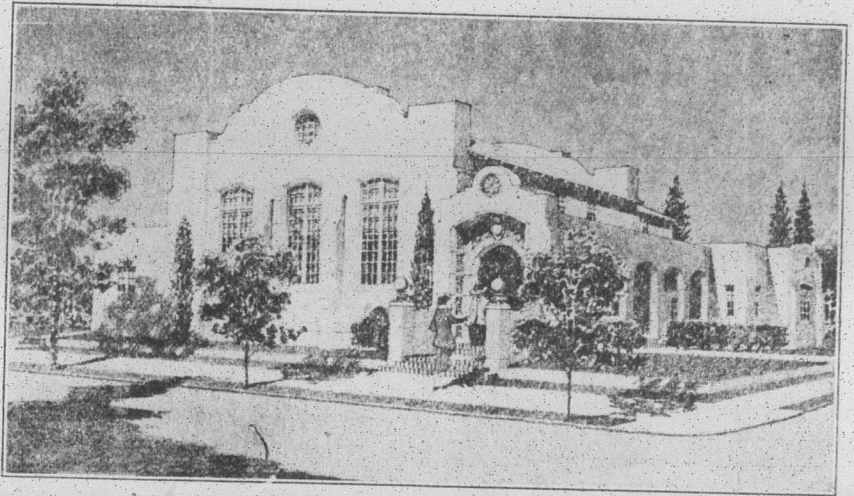
A freeholder's election is in progress today throughout San Diego, and from all indications a very light vote will be cast. The sun of prosperity is beginning to shine too bright, it seems, for most folks to bother about special elections, yet their apathy may prove something of a boomerang.

HERE FROM ARIZONA

D. H. Dever, a prominent contractor and builder of Tucson, Arizona, has started the construction of a modern bungalow on his Santa Monica avenue property near the Union Congregational church. Ben Peterson, also of Tucson, is assisting him in the building work. "Charlie" Pelcher is looking after the plumbing arrangements and the Philip Mayer company will see that the wiring is well done.

Don't fail to be present at the O. B. Chamber of Commerce meeting next Monday night at the Ocean Theater. The naming of new officers and the selection of a board of directors will be the order of the evening.

W. J. Kelley of Niagara avenue is the owner of a new Dodge touring car.



DEDICATORY WEEK OF OCEAN BEACH FIRST BAPTIST CHURCH

Magnificent Edifice, Costing Twenty-five Thousand Dollars, to be Dedicated Next Sunday, Followed by Several Special Meetings

Next Sunday, January 28, is the day announced for the dedication of the new Baptist church edifice in Ocean Beach. The special service will be held in the afternoon at 3 o'clock, thus accommodating those of other churches who may wish to attend. A general invitation to all the meetings in connection with this event is extended to the public.

While the program is to begin promptly at 3 o'clock the doors of the main entrance will open at 2 o'clock, and ushers will be glad to greet and assist those who may desire to come early. The sermon Sunday afternoon will be by Rev. F. O. Belden, pastor of the First Baptist church of San Diego, and the prayer of dedication will be offered by Rev. W. J. Beaven, pastor of the Logan Heights Baptist church of this city. Dr. W. F. Harper of Los Angeles will speak in the afternoon and preach at 7:30 in the evening at the first evening service held in the new audience room. Other pastors and ministers of San Diego and vicinity will assist in the dedicatory service in the afternoon.

The new seating has been placed and the furnishings for the building have, for the most part, been installed, though some equipment is still needed.

The money for the payment of the cost of the building has been provided, it is understood, through the proffered loan of \$4,000 from the Southern California Baptist convention which the church will have the use of for five years practically free of interest, if it is needed by the church.

The total cost of the building having been more than at first contemplated, it is considered a most timely aid that has come to the church from this state organization of the Baptists in Southern California.

Indeed, the building itself is made possible largely through the interest and helpfulness of the Baptist denomination at large, through their New World Movement which was put into operation about four years ago.

So that many have invested largely in the building here, and among them are many friends outside of the congregation in Ocean Beach and in San Diego.

Following the meetings on Sunday there will be a week of dedicatory meetings.

On Monday evening, called "Fellowship Night," many speakers from the city, both Baptists and otherwise, will bring greetings; the evening will

be somewhat informal, with opportunity for a social period. The new Ocean Beach orchestra is expected to help with the music of the evening. Rev. Floy T. Barkan, Baptist representative among the service men in Southern California under the Northern Baptist convention, will lead the singing Monday night and also assist through the following nights in providing special music.

Tuesday evening is called "Church Night." The principal speaker will be Rev. A. W. Rider of Los Angeles, who is a representative of the general board of promotion of the Northern Baptists, a man of very unusual ability as a speaker.

Wednesday evening, called "Young People's Night," will have a varied program, with parts taken by different groups of young people, and the main address will be by Rev. R. E. Day of Riverside, Calif.

Thursday evening will be "Women's Night," and a fine selection of special features with an address by Miss Ruth Shipley of Ohio, one of the vice-presidents of the Woman's American Baptist Home Mission society.

Friday evening will be known as "Men's Night," and an evening of special interest will follow the dinner served to the men by the women of the church at 6:30. Speakers for Friday night at 7:30 are not announced as yet.

All are invited to any and all of these meetings.

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.

THE NEW O. B. LIBRARY

At the library conference at the City Hall last Wednesday, the members of the city council showed little interest in the discussion for the new bond appropriation. Several prominent citizens of Ocean Beach and Brooklyn Heights were present, as well as the city librarian and the members of the library board, and a number of good arguments were presented for furthering the proposed bond issue.

Place your order for **BABY CHICKS** now. O. B. Feed, Fuel & Express, 1918 Bacon St.

Frank A. Taunt of San Diego was at the Beach this week canvassing some good prospects in the interests of L. R. Davis, Ford dealer of East San Diego.

Ocean Beach Cleaners

5050 NIAGARA AVENUE
C. H. Owen,
Prop.
Cleaning
Dyeing
Pressing
Phone: POINT
LOMA 70-W
Work Called For and Delivered
Prompt Attention Given to
Telephone Orders

Phone Point Loma 46-J Sunset Cliffs

Crags Apartments

Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean
Exposure. Complete Equipment
Included in Rates.

Phone: Pt. Loma 74

Prof. N. F. Adamson

GRADUATE
SWEDISH MOVEMENTS
NATUROPATHY



Established 1897

SATISFACTION GUARANTEED

Lady Attendant

HOTEL NEWPORT

4965 Newport Ave. Ocean Beach

MAIN 1679 O.B. Phone. Pt. Loma 50

Ocean Beach Transfer

We Specialize Moving Furniture
Pianos and Baggage
128 W. Broadway San Diego

A. R. Walsh Robert J. Walsh

Notary Public

REALTY and RENTALS

WALSH & WALSH

PIONEER REALTY BROKERS
Business Property Our Specialty.

City Office: 625 E Street

Phone 651-16

OCEAN BEACH OFFICE

5026 Newport Ave., Next to Postoffice

Phone: Point Loma 92

Residence Phone Office Phone

Point Loma 16 Point Loma 72-J

DR. F. J. RATTY

PHYSICIAN and SURGEON

Res. 4882 Saratoga Ave., Ocean Beach

Office: 5046 Newport Avenue

OLIVER F. DAVIS & SON

AGENTS

Spillman Engineering Corp.

Successors to

HERSCHELL, SPILLMAN CO.

Manufacturers

HIGH CLASS PARK and

PORTABLE CAROUSSELS

1821 Cable Street

Ocean Beach, Calif.

PHONE, POINT LOMA 65-J

Phone Point Loma 214-J

D.C. CROSBY

Real Estate and Insurance

4930 Muir Ave., Ocean Beach

Houses and Lots For Sale

Beach Cottages For Rent

PHONE POINT LOMA 77-W

OCEAN BEACH GARAGE

HENRY EULBERG, Prop.

BEST EQUIPPED FOR SERVICE

AUTOMOBILE REPAIRING

Authorized

FORD and CHEVROLET Service

4868 Newport Avenue

Two Blocks East of Dance Pavilion

C. TOWNSEND BROWN

The Best Art Service For the Money

Commercial Designs

Posters, Signs

Showcards

Birdseye Views

5050 NIAGARA AVENUE

Ocean Beach California

Phone or send your orders for
PRINTING, from the smallest card
to a poster, to **The Beach News**, for
service and satisfaction.

Katherine's Kollum**DON'T BE WHAT YOU AIN'T**

Contributed by ED. F. COOPER
Under-Sheriff, San Diego County.

De sunflower ain't the daisy
And de melon ain't the rose.
Why is dey all so crazy to be sumfin'
else that grows?

Jess stick to de place you're plant-
ed and do de bess you knows.
Be de sunflower or de daisy.
De melon or de rose.

Don't be what you ain't
Jes yo' be what yo' is.
If you am not what you are,
Den you is not what you is.
If you'se just a little tad pole,
Don't try to be a frog.
If you are the tail, don't try to
wag the dog.

Pass the plate, if you can't exhort
and preach.

If you're just a little pebble, don't
try to be the beach.

When a man is what he isn't,
Den he isn't what he is.
And as sure as I'm a talking,
He's gwine to get his!

ENTRE NOUS

There's nothing like a joyful week-
end trip amid other scenes and
amongst congenial companions to
rest one from the routine of regular
weekly work. Hence, I certainly
have been gladdened and refreshed
by my trip up the coast to the Angel
City from last Saturday to this Tues-
day inclusive. Upon my arrival in
Los Angeles, I received a most af-
fectionate and delightful greeting at
the depot from my dear sister Ella,
who soon whisked me to her home,
where her two darling little daugh-
ters, Ella and Kitty, joyfully vied
with their daddy—jolly, wholesome,
robust John Snell, in extending to
me a real regal welcome. In a word,
my visit was just one glorious 'round
of enjoyment, being also greatly en-
hanced through the very kind atten-
tions bestowed by Mr. and Mrs.
Jerome Davis, aided and abetted by
their most lovable ("community")
baby. The last named is purposely
quoted for the simple reason that
everyone 'round and about jealously
claims proprietorship of the pretty
and adorable pet. However, I'm
quite well satisfied to be back again
at my eseritoire for the resumption
of the duties of gathering social
news for The News.

**ADAM PETS 100 PER CENT
BABY**

Brawleyites got a happy chance
recently to fondle one of O. B.'s
precious 100 per cent babies, when
Mr. and Mrs. Henry Eulberg took
their "hostage of fortune" on a
visit to its Uncle Adam Eulberg, who
is a wide-awake resident of the Val-
ley's bustling burg.

A WIRELESS ENTHUSIAST

B. Halsey Shepley, Jr., has re-
cently completed the installation of
an amateur radio set at the home of
his uncle and aunt, Mr. and Mrs.
D. N. Shepley, 5114 Saratoga ave-
nue, where the family and their
friends enjoy hearing music,
speeches, and news broadcasted from
'Frisco, Denver and Los Angeles.
Young Shepley has quite a penchant
for things electrical and is busy
with improvements on his wireless
apparatus.

Mrs. Lillian M. Howe has given
up the Physical Culture class, which
ran its 'six months' scheduled time.
The class is said to have received
wonderful benefits and it is hoped
they will keep up their exercises.

Have you joined the Smith-Hughes
classes of millinery and sewing? If
not, you will regret it later on. They
meet every Tuesday and Thursday
from 1 to 5 in the Suttcliffe build-
ing on Abbott street near the li-
brary.

Little Charlotte Louise Pelcher
was ill early this week, requiring
medical attention. She is getting
along very nicely now.

HAPPY BIRTHDAY PARTY

Mrs. Mary Near celebrated the
forty-fourth anniversary of her birth-
day last Saturday at the home of her
daughter, Mrs. Henry Eulberg, 4803
Long Branch avenue. An especially
elaborate dinner was served in the
evening, the pice de resistance be-
ing a huge birthday cake, topped
with forty-four candles on a snowy
white crest of culinary crusting.
Sharing in the general joy and ex-
cellent epicurean entertainment with
Mrs. Near were Mr. and Mrs. Henry
Eulberg and their 100 per cent joy-
ous offspring; Mr. and Mrs. Keck-
ley, Everett Deane, Mr. and Mrs.
Charles Near, Lloyd Near, Lester
Near and the Misses Gladys, Phyllis
and Phyllal Near. Everybody en-
joyed themselves to the utmost from
the lovable cooing baby to the very
happy celebrant.

Mr. and Mrs. E. T. Russell of 4733
Long Branch avenue motored down
to Ramona with Mr. and Mrs. C. F.
Walters of Point Loma and returned
by the way of San Pasqua Grade.
It was a wonderful drive, and they
all had a very delightful trip. Mr.
Russell, by the way, is building a
"storm" fence 'round a portion of
his property.

W. A. Thomas and his family mo-
tored to the "back country" last Sun-
day and returning by way of Poway
narrowly escaped a serious accident
when another car slightly collided
with them on a steep narrow moun-
tain road.

Mr. and Mrs. Burt Garlie and
daughter Elaine motored from Los
Angeles last Sunday to spend the
week-end with the Burdette family
of 46011 Santa Cruz avenue.

A Burns' symposium was very
much enjoyed by the large crowd of
the Scots League at the Kelton
Studios, 1120 Fifth street, last night
at 8 o'clock. The women members
provided refreshments, and Mrs.
Erbe had charge of the music and
dancing.

Mr. and Mrs. W. F. Richards of
4872 Niagara avenue are entertain-
ing their daughter-in-law, Mrs. N. B.
Galloway, and her little son Norval,
Jr., who arrived here recently from
Streeter, Ills. They expect to stay
here about a month.

Chief Quartermaster and Mrs. Rob-
ert J. Stirling of 4857 Saratoga ave-
nue have returned from their outing
and report having had an excellent
time.

Mrs. Anna Hull of Pescadero
street went to Los Angeles last Fri-
day to visit her son.

Mrs. Louise Courtney made a
round trip to Los Angeles this week.

W. W. Burch of Chicago, owner
of the Alligator Rock Lodge, arrived
here last week, on a business trip.
Mr. Burch expects to remain here a
little while.

A. E. Schmeriker is building a new
bungalow at 4978 Narragansett ave-
nue.

The Philip Mayer Co. of 1957 Ab-
bott street is doing the electrical
wiring for Mrs. J. E. Hanford of
4955 Del Monte avenue. The two
Freds—Byrum and Caywood—are
giving their personal attention to the
work, which insures a first class job.

Oh, ladies, have you seen the new
"Star" car yet? It's a dandy, and
one you will be proud to own and
drive on your calling or shopping
tours.

LOS ANGELES—Special corres-
pondent, MRS. ELLA SNEEL, 415
West 37th street, Los Angeles, Calif.
Phone South 5294-W.

William Kortlander has moved
from his Niagara avenue home to his
town house at 1531 Sixth street.

Dr. W. M. Tipple and his family
have moved from Narragansett ave-
nue to East San Diego, where they
formerly resided.

The hunt is still on to find a suit-
able location for Reed's planing mill
and sash and door factory.

Church News**UNION CONGREGATIONAL
CHURCH**

Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.

Morning worship at 11.

Evening worship at 7:30.

At the morning service the pastor,
Rev. F. J. Stoetzel, will speak on
"Faith an Essential Element." Time
of worship, 11 a. m. Sunday School,
9:45 a. m.

In the afternoon and evening the
minister and congregation will at-
tend the dedicatory services at the
Baptist church.

FIRST BAPTIST CHURCH

Rev. Rolla E. Brown, Pastor

Sunda School will meet at 9:45
a. m. as usual. Owing to Dedic-
ation Day services in the afternoon
at 3 o'clock, no service will be held
at 11 o'clock. Young People's Union
will meet at 6:30 p. m. in the Sunday
School assembly room. At 7:30 Rev.
W. F. Harper will preach. All are
invited.

CATHOLIC CHURCH

Rev. Declan E. Foley, rector of the
Church of the Sacred Heart, an-
nounces his ministerial hours as fol-
lows:

Sundays, 8:30 a. m. and 7:30 p. m.,
Sunday school 9:30 a. m., Ocean
Beach. Services at Roseville Sunday
at 10 a. m.

TRINITY MISSION EPISCOPAL

Rev. George Wallace, D. D.

Sunday school at 9:45 a. m.

Morning service at 11.

Sunday school and morning ser-
vice held at 5006 Niagara avenue.**O. B. DRY GOODS STORE, New-**

port ave. Special Sale, Saturday—
Latest style in Gingham Aprons, 95c;
Cotton Blankets, \$1.35 a pair, to
clear.

THE MAN WHO KNOWS HOW

That's what they all say of Rob-
ert Henderson, the busy painter of
4486 Morell avenue, Pacific Beach,
his phone number being Pacific
Beach 292. Mr. Henderson has
of using the Sherwin-Williams line
products in all of his work, and be-
sides general painting he makes a
specialty of tinting and interior de-
corating. Estimates are furnished
free and his many splendid jobs
'round the Beaches speak volumes
of praise for his able and satisfac-
tory handiwork.

Only two places to eat—at home
and the Newport Cafe. Service that
satisfies.

TURNER WILL TELL YOU

If your car lights are not properly
adjusted, a brief stop at the Sunset
Garage on Bacon street, where Turn-
er B. Kline will look 'em over with
the practical eye of an expert, will
soon serve to save you time, worry
and trouble. It's better to be safe
than sorry, and the lamp subject is
a mighty important one just now to
all car owners.

COMFORT STATION

O. F. Davis has offered land at
Ocean Beach for a comfort station,
city to pay rental of \$100 per year.
The offer has been referred by the
Ocean Beach fora comfort station.

A REAL CHEF ON THE JOB

Among the latest alterations and
improvements in the business section
of the Beach, the refurbishing of the
Main restaurant is most pleasingly
prominent. Besides a large addition
for the culinary quarters, the popu-
lar proprietress, Mrs. Kathleen Hu-
mason, has had the entire interior
decorated in light cream color by
Painter Wittes while extra long lunch
counters and cosy dining nooks have
been installed. Jack Rose now acts
as chef and the public is therefore
assured of satisfactory service from
7 o'clock in the morning till near
midnight.

The O. B. Chamber of Commerce
is to hold an election of new offi-
cers at its regular monthly meeting
next Monday night.

C. T. Morris has followed suit with
the majority of O. B. business men
and is enlarging and improving the
Blue Front. "Dad" has added a soda
fountain to his equipment and is now
busy decorating his ice cream par-
lorette.

Phone: Pt. Loma 74

Hotel Newport

G. D. Gammon, Prop.

Rooms as Low as \$5 Per Week
Apartments \$30 Per Month
4965 Newport Ave., Ocean Beach

**BEACH
BARBER SHOP**

5032 Newport Avenue

First Class Work Guaranteed

OPEN ALL DAY SUNDAYS

Children's Hair Cutting 35c

Call and see us—we'll treat
you right.

—\$2000—

Well furnished, 5-room BUNGALOW—
lot 50x140. Variety of bearing fruit trees.
One-half block to car line.

AGNES G. ELLS

Notary Rentals

5006 Niagara Avenue Pt. Loma 46-W

PHONE MAIN 3725

SAVOY CAFE

SEA FOOD A SPECIALTY

Table d'Hote Dinner 85 Cents

Noon Lunch, 40 Cents

1055-1057 Fourth St., San Diego

Latest Style Felt Hats
MADE TO ORDER—Only \$2.50

HAT HOSPITAL

Men's and Women's Hats

1239 Sixth St., San Diego

Cleaned, Dyed, Sewed and Blocked

Phone 645-55



RHODE

ISLAND

REDS

Booking Orders From

PRIZE-WINNING STOCK

5050 SARATOGA AVENUE

OCEAN BEACH, CALIF.

SETTING OF FIFTEEN, \$1.50

STILES

We Specialize In

Vegetable and Flower Seeds

Poultry and Bee Supplies.

630 E STREET SAN DIEGO

A. G. Kingsbury Realty Co.

On Car Line

AT

DEL MONTE

Rentals,

Residences,

Vacant Lots

For Sale

Phone, Point Loma 338-W

Home-Made Pies and Doughnuts

Corner Grocery Store

Corner Niagara Ave. and Bacon St.

Under the Management of

MRS. J. H. DEER

Sister of Miss M. E. Brose

O. B. NOTION SHOP

DR. DENTON SLEEPING

GARMENTS

REDUCED PRICES ON

CHILDREN'S AND WOMEN'S

UNDERWEAR

Telephone: Point Loma 20-W

**O. B. FEED, FUEL AND
EXPRESS**

Hay, Grain, Wood, Coal

SEEDS, POULTRY AND

RABBIT SUPPLIES

1918 BACON STREET

Kindly mention The Beach News
in your dealings with the patrons of
our advertising columns.

THE BEACH NEWS

SUN, MOON AND TIDE

The time and height of high and low water, officially computed by the United States hydrographic office for San Diego and vicinity, and the JANUARY Almanac are herewith given, boldface type indicating P.M. and the date of the month appearing in the first column.

Sun		Moon		Tides	
Rises	Sets	Rises	Sets	High	Low
26 6:48	5:15	12:26	4:29	4.7	12.17
27 6:48	5:16	1:09	5:22	3.1	10:40
28 6:47	5:17	1:55	6:07	1.5	9:24
29 6:47	5:18	2:47	6:49	0.3	8:03
30 6:46	5:19	3:45	7:28	0.3	6:41
31 6:45	5:20	4:46	8:07	0.6	5:15

Full moon, Jan. 3 at 2:33 a. m.
New moon, Jan. 17, at 2:41 a. m.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue, Ocean Beach,
California

Phone Point Loma 17

KIRK SMITH Editor-Owner
KATHERINE SMITH Sec'y-Treas.

Subscription Price, 50 Cents a Year,
IN ADVANCE

Outside the county, 75 cents a year.
Single Copies 5 Cents
Advertising Rates Upon Application
Local Readers, 15 Cents a Line, Aver-
aging Six Words to a Line

"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, JANUARY 26, 1923

A "FIFTY-FIFTY PROPOSITION

Advertising is a prime mover in creating business. It arouses people out of lethargy, makes them want to live more fully, and possess the means of living more comfortably and more enjoyably.

When sales are hard to get, then most people who have things for sale increase their efforts to sell. The harder they try to sell, the harder their competitors try to sell. But no amount of selling effort—in the usual sense of the word—can create demand; it can only take advantage of demand that has been otherwise created.

Advertising and selling ought to be considered as "fifty-fifty" in importance. Advertising creates the demand. Selling connects this demand with the supply. Each needs the other to make its work complete.

A BOOM TO TOURISTS

Motorists touring to Southern California this winter will find a new service to aid them in exploring the varied recreation grounds.

The Automobile Club of Southern California, with branches in every sizable town, has added a department for the use of motorists who wish to find the choicest locations on the trout streams, lakes and hunting grounds.

The new department is under the direction of an experienced and expert forester, who has been for seven years with the government, making investigations of fish, game and forests along the Pacific coast.

Motor cars have increased tourist travel to Southern California about one hundred per cent a year since the war.

"WHERE EVERYTHING GROWS"

Southern California produces more than 180 different commercial crops, which exceeds any other like area in the world—and our Beach districts can be counted upon to grow a majority of them.

Southern California now possesses the greatest oil producing area in the world, while many new districts are about to be opened.

Seen, Heard and Said

Wilfred Swarts has moved the grease rack at the O. B. Park Service Station next to his three-apartment fireproof garage. The change makes a big improvement in appearance besides being easily accessible and more convenient.

George Howell, the "Sheriff of Ocean Beach," says that "some nice quiet people don't believe in boosting—for instance, the folks who abide in cemeteries."

"Bill" Morrison motored to Los Angeles last Monday in the interest of his Newport Cafe, where some notable improvements will soon be made.

Mrs. H. C. Callans, who is a good and true booster of realty at the office of Mrs. Agnes G. Ellis on Newport avenue, has kindly loaned The Beach News a copy of the first issue The Promoter, published a decade ago.

William Tessable of Alton, Iowa, who recently enjoyed a ten days' visit with Mr. and Mrs. Henry Eulberg on Long Branch avenue, has returned home.

Be a Beach booster by subscribing to your own hometown paper, The Beach News, only 50 cents a year, mail delivery.

if it's in the line of Printing

From a Visiting Card to a Poster

We Can Satisfy You With Quality, Quantity and Service

JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

THE BUSY PAINTER

THE MAN WHO KNOWS HOW

Phone, Pacific Beach 292

R. HENDERSON

PAINTING CONTRACTOR

Painting, Tinting, Decorating, Papering,
Glass Replaced

Expert Furniture Polishing—Floors
Cleaned and Polished

ESTIMATES FREE

4486 Morrell Ave. Pacific Beach

Phone 611-56

Hutchins Roofing Co.

C. HUTCHINS, Manager

ALL KINDS OF ROOFS Put On

REPAIRING A SPECIALTY

3583 Delbergia Street

SAN DIEGO

B. DRUMM

Contractor and Builder

4939 MUIR AVENUE, O. B.

ESTIMATES FURNISHED

Phone, Point Loma 119-J

White Flyer Line

SAN FRANCISCO DIRECT

Through Tickets to

PORTLAND and SEATTLE

543 1/2 So. Spring Phone 614-02

LOS ANGELES

When in Los Angeles

EAT AT THE

King Dairy Lunch

515 South Main Street

SERVICE—QUALITY

S. C. SCHACTEBEC

SPECIALIZING IN

Automobile Insurance

ONLY

It Does Not Cost Anything to Talk

It Over at

430 UNION BLDG.

Telephone: 644-42

Ocean Beach—4770 W. Pt. Loma Blvd.

Phone after 6 p. m.: P. L. 144-R

Ocean Beach cars from San Diego connect for Mission Beach at 8 and 11 o'clock a. m.; 2 and 4 o'clock p. m.

OCEAN THEATRE

COMING SATURDAY

CONSTANCE TALMADGE

—in—

"WOMAN'S PLACE"

And Hallroom Boys' Comedy

COMING SUNDAY

VIVIAN MARTIN

—in—

PARDON MY FRENCH

Also Comedy

SPECIAL

Wednesday and Thursday

Beautiful

PRISCILLA DEAN

—in—

Her Greatest Picture

"UNDER TWO FLAGS"

Admission Children 15c, Adults 30

DON'T MISS IT

Come early—doors open at 7:15

FREE Crank Case Service, Tire, Water and Battery Tests

O. B. Park Service Station

WILFRED SWARTS, Proprietor

Auto Repairing of All Kinds

ED BEDFORD, Mechanic

Corner Cable and Voltaire Sts.

Phone Point Loma 49

Ocean Beach Lumber Company

H. H. REID & SON, Proprietors

5050 Newport Avenue

Lumber, Cement, Roofing Paper,

Paints, Hardware and House-

hold Supplies

Lumber Estimates Cheerfully

Given

Ocean Beach Vegetable Gardens and Poultry Farm

L. H. MARTIN, Prop.

4734 Long Branch Avenue

Fresh Vegetables all year 'round

Dressed and Undressed Poultry

Delivered on Short Notice

VISITORS WELCOME

SMOKE

HIGHWAY CIGAR

3 Sizes—3 for 25c

OCEAN BEACH

SPECIAL

Five Cent Cigar

Fremont Club Cigar Store

5026 Newport Avenue

Phone: Point Loma 92

BURKHARDT'S PANETELLAS

EAT

CRAMER'S

HARVEST BREAD

The White Bread You will

really Enjoy

Made with malt and full cream

milk

MOST OCEAN BEACH

GROCERS CARRY IT

Why Be a Washwoman?

CALL UP

O. B. Steam Laundry

Point Loma 31

Dr. Earl L. Chappell

CHIROPRACTOR

Phones 663-21 San Diego, Cal.

221 OWL DRUG BLDG.

Faber's O.B. Grocery

It's Not Far to a Faber Store

FABER Buys in Large Quantities

Faber's FABER Sells at Low Prices

Faber's O.B. Grocery FABER Gives Service

Faber's Little Cash Grocery FABER Helps Housewives

Faber's Cash & Carry No. 3. FABER Reduces Living Costs

It's not far to a Faber Store

Faber's Cash & Carry No. 3 The Little Cash Grocery

2119 Bacon St. Phone Pt Loma 248 5021 Newport Ave. Pt. Loma 129

CLASSIFIED ADS

Rates, 10 cents per line, averaging six words to a line. No advertisement for less than 30 cents, all payable in Advance

LOST—K. of P. charm, somewhere bet. Long Branch and Del Monte aves. Reward upon return to C. M. Cole, Faber's O. B. Grocery.

WANTED—Everybody to know that the MAIN Restaurant, 5065 Newport Ave., opens at 7 a. m. daily.

FOR SALE—Hot-point electric heater; practically brand new; all attachments. Address P. O. Box 479.

FOR SALE—Fine bunch of white Leghorn laying hens, very reasonable; lots of green feed; house for sale or rent. Phone Point Loma 299-W, or call at 4222 Whittier St.

FOR SALE—An 8x10 rug; Mission library table; 3-4 Ivory iron bed, with mattress; all for \$75, or will sell separately. 4728 Narragansett Ave.

FOR SALE—Lot 35x140; sidewalk in; \$500, terms. Inquire rear 4850 Saratoga Ave.

MIRROR WANTED for bathroom. State size, price and condition. Address Box 479, Ocean Beach.

FOR SALE—Dayton Bicycle, with lamp; good condition, for 15. 4733 Long Branch Ave., Ocean Beach.

FOR SALE—New plastered modern 4-room bungalow, \$2500; will take lot as first payment. Phone Pt. Loma 40.

SARTORIAL AND TONSORIAL

"Appearance counts, a whole lot in nearly everything in this world" says "Zip" Pinson, the popular proprietor of the Beach Barber Shop, who has proved his philosophy by "dolling up" his tonsorial parlor on Newport avenue, and then rounding out the good work this week by hieing himself over to Sam Price's sartorial establishment in San Diego, where "Zip" separated himself from "half a century" for some real worth-while toggery.

THE "KING" IN L. A.

Whether you happen to be in Los Angeles for a day, a week or a month, there's one place in a convenient locality you can always be assured of first class food at reasonable prices. And that's at the King Dairy Lunch, 515 South Main street, where service and quality stand first and foremost.

There's a special reason for thorough satisfaction being accorded to all who "Eat at the King Dairy Lunch," when it is stated that the entire establishment is run on a co-operative basis. From top to bottom and from baking and cooking to the last detail of service everyone connected with the King Dairy Lunch has a proprietary interest and is personally concerned in catering to the comforts of customers.

The food is of the best and the baking department is under the immediate direction of John Snel, who has no superior on the Pacific coast when it comes to preparing pastry, pies and cakes, from the largest birthday and wedding confection to the daintiest little cookie. His reputation as a bread maker is kingly, and he directly superintends the production of the "staff of life" at the King Dairy Lunch from the biggest loaf of bread to the most toothsome bun.

Service "fit for a king" is the motto of the King Dairy Lunch, where patrons are accorded a most regal welcome day and night the year 'round.

SUNSET CREST

(Highest Point of Sunset Cliffs)

CHAS. M. WHEELER, Prop.

Cable St. and Orchard Ave.

Beautiful Cement Bungalows, four rooms with bath, completely furnished.

\$45 per month Fireproof Garages

SERVICE and QUALITY Our Grocery Store

P. J. GRAND-MAITRE, Prop.

4795 Voltaire St., Ocean Beach

PHONE PT. LOMA 284

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street, Ocean Beach, Calif.

Freight Baggage

Jobbing Moving

STORAGE

FEED, FUEL and HARDWARE

Residence Phone Office Phone

Point Loma 125-J Point Loma 136

OCEAN BEACH NURSERY

Bermuda Avenue "On the Hill"

Nice KONTIA PALMS at 50c

ROSES, MARGUERITES

and Other Seasonable Plants

DONALD CAMERON, Prop.

OCEAN BEACH CAL.

If You Want the BEST in

Shoe Repairing

Go to

SMITH

4933 Newport Ave., Ocean Beach

Phone: Point Loma 152-J-K

OCEAN BEACH PLUMBING CO.

Chas. H. Peltcher, Prop.

Repair Work, Contracting,

Estimates

5068 NIAGARA AVENUE

Bath Tubs and Heaters,

Plumbers' Supplies

FRED KENNER

DESIGNER and BUILDER

ESTIMATES and PLANS

FURNISHED

4987 Newport Ave., Ocean Beach

SUNSET SUPPER CLUB

OCEAN BEACH

OPEN TO MEMBERS AND

THEIR GUESTS

FINE ENTERTAINMENT AND

SUPERIOR MEALS

SPECIAL CAPE SERVICE

Excellent Music and Dancing

Re-unions and Birthday Parties

Invited

"The Best Is None Too Good"

Pacific Beach

MRS. LUCY WOODWARD
Authorized Representative For
PACIFIC BEACH
Phone Pacific Beach 471
1739 Hornblend Street
Pacific Beach

P. B. COMMUNITY LEAGUE

The Pacific Beach Community League met last Monday. Many matters of importance came up for discussion and action. It was decided to apply to the common council of San Diego for five arc lights, one at the location of the prospective new school house, and the others at various points on Garnet and Cass streets; to place signs at the various streets intersecting the boulevard; to indorse the membership of a representative from Pacific Beach in the San Diego Chamber of Commerce; to support the newly organized Pacific Beach Athletic Club in their plan to purchase material for floats and other equipment. A committee was appointed to take the necessary steps towards having Mission Bay set aside as a bird sanctuary. The pamphlet describing and advertising Pacific Beach and surrounding places which is being prepared by Mr. Staite was fully discussed and given the endorsement of the league.

MOCK TRIAL

The entertainment in the clubhouse last week was such a success that another one is planned for the near future. One of the most amusing features will be a mock trial of some of our most respected citizens for disturbing the peace!

READING CLUB

The meeting of the Reading Club proved very interesting. Mrs. Grace Burke, now of La Jolla read a paper written by Mrs. Arsenault of San Diego on the "Vikings." The club house was very prettily decorated and refreshments served by the hostesses, Mrs. Lefevre and Mrs. Anna Clark.

LECTURE AND HIKE

There was a large party attended the lecture and "hike" to Carroll Scott's ranch on Saturday. Besides many grown-ups from Pacific Beach and the sixth, seventh and eighth grade pupils from the school, many came by stage and autos from San Diego. Mr. Scott gave his reasons for thinking that it was the site of an old Indian village, showing and explaining the many interesting curios he had collected there.

CHURCH AND SUNDAY SCHOOL

There were 86 in Sunday School on Sunday, and a very good attendance at the service following. Rev. J. W. Millar's sermon on the text "What Kind of a Christian are You?" proved very interesting. Next Sunday he has prepared a sermon of special interest to the young people.

RECOVERED HER VOICE

One of the most vigorous boosters for Pacific Beach is Mrs. Vossburg. She entirely lost her voice, following a severe illness, and though she tried many localities recommended for the cure of her trouble, did not receive any benefit until coming to Pacific Beach. She and her husband are now occupying one of the suites in Mrs. Barrett's Bay View apartments, and are so much pleased that they plan to remain permanently.

PERSONAL MENTION

Rev. Fred Williams of Buffalo, N. Y., is here in Pacific Beach for a short time. Mrs. Williams is still in Pacific Beach where she has been visiting her mother, Mrs. Agnes Parker, for several months.

Two new arrivals in Pacific Beach are a daughter to Mr. and Mrs. Rios, Rose Canyon, and a son to Mr. and Mrs. Newell, Ocean Front.

The Social Club met Friday with an unusually large attendance, Mrs. Edna Martin and Mrs. Seymour acting as hostesses.

George Brooks and Mr. Barnes have very much improved the appearance of Garnet street by painting their houses.

Howard Lawrence is now home again after an absence of several years in the northern part of the state.

Mrs. Dedman and family have left Pacific Beach and are residing on Alabama street, San Diego.

Will Greer's improvement was not permanent. He is back at St. Joseph's hospital.

Mrs. Green and family have moved to San Diego, having sold their home on Garnet street to Mrs. Franklin, who plans to live there and raise strawberries and flowers.

The new store building on Lamont and Garnet streets is to be occupied about February 1 by the "Sugar Bowl," under the management of Mrs. Holroyd and Gustave Mueller.

Mrs. Susie Smith has left her ice cream parlor on Hornblend avenue and is moving to San Diego.

Mrs. Moody has purchased the house on Ivy street lately occupied by Mrs. Dedman, and with her three children is moving in at once.

Mrs. Van Patten has been spending a few days in Los Angeles.

Charles Doty has again sold himself out of a home, but is planning to build another at once. Meantime he and Mrs. Doty are occupying a flat in Mr. Defreen's house.

Col. Thomas Davis has been in Los Angeles for several days.

Mrs. G. W. Houston and little daughters arrived Friday from Klamath Falls to spend the winter with Mrs. Houston's sister, Mrs. Floy Churchman.

Mrs. George Webster and family of Minneapolis have arrived and are occupying the Challand cottage at Mission Beach. They plan to stay four months.

Mrs. Gilmore of West Point, Calif., is here to spend the winter with her sister, Mrs. Ella G. Simmons, Ocean Front.

S. D. A. & N. Academy

The San Diego Army and Navy Academy are now making quite an improvement on their campus by the planting of trees and otherwise beautifying with flower beds, etc.

New cadets are still matriculating, among the latest additions being Charles Bertram Smith, son of C. B. Smith, a prominent furniture dealer of Los Angeles, and many inquiries are coming in about the second semester, beginning February 1.

Col. T. A. Davis returned yesterday from a business trip to Los Angeles and from his looks you would think that day by day in every way he is growing fonder of the A. N. A.

Major Davis had the Cadet Battalion out on dress parade yesterday and with their white trousers, white belts and white gloves they made quite a snappy appearance and they are to be congratulated.

The cadets are much interested in a contemplated boxing match to be staged some time at an early date between Cadet Duckworth and Cadet Jorgeson.

It looked like two of a kind to see the business manager of the Academy and ye editor shaking hands and talking of the good old times in the Old Dominion. A touch of the Virginia dialect sounds like music under California skies.

Mr. and Mrs. W. A. Clark of Los Angeles, with a bevy of beautiful young ladies, paid the academy a visit last week to see their son, Lawrence William Lake. Since their return Woolwine and Burgess have not been quite normal.

Mr. and Mrs. C. A. Moore of Pasadena motored down last week with their grandson, Halliday, Eberle, whom they entered as a student at the academy.

Dr. H. S. Messick of Pomona visited his son at the academy a few days ago and made arrangements for his son to give the grammar grade a party at the home of Mr. and Mrs. John L. Davis.

HOT BREAD—Home-made every day, 10 cents a loaf, at Chris Ho-meyer's Quality Grocery and Bakery, corner Voltaire and Cable.

Dance to Music that Makes You Want to Dance

BENBOUGH'S

OCEAN BEACH PAVILION

THE "GARDEN OF EDEN"

Dancing Every Thursday and Saturday Evening and Sunday Afternoon and Night

Good Music! Good Floor! Open All the Year.



"Come Where the Ocean Waves to You."

SOME SUB-DIVISIONS

Here are most of the sub-divisions of Pacific Beach as outlined by "Jim" Johnson of the Johnson Realty Co., 730 E. street, San Diego: Bird Rock, Pacific Beach Vista, Monte Villa, Hollywood Park, Fortuna Park, Ocean Front, Reed's Ocean Front, Pueblo 1801, Ocean Villa, Ocean Spray, Buena Vista, Sterling Park, Venice Park, Brae Mar.

CHOICEST of Steaks, Chops, Ham and Eggs served to suit you at the MAIN Restaurant, 5065 Newport Ave., from 7 a. m. to 11 p. m.

A REAL MODERN GROCERY

After "stepping on it" at his O. B. Grocery for the past fortnight and then some, G. H. Faber now has a store that reflects great credit upon his enterprise and untiring energy. Secure in his lease of five years, Grocer Faber has "gone ahead and done things" at the main one of his chain of three stores, expressions of delightful approval being heard on all sides. His slogan, "It's Not Far to Faber's Grocery," seems to have caught the public's fancy, and expressions highly complimentary of this real modern grocery store are heard on all sides.

The interior of the O. B. Grocery has been enlarged to nearly double its former size, thus enabling the immense and greatly varied stock of food stuffs to be shown to much better advantage, while being decidedly more convenient to clerks and customers alike.

The Little Cash Grocery and Faber's Cash and Carry No. 3 keep pace with the parent store in pleasing the public in every way.

Two San Diego doctors have gone into politics, Dr. W. I. Kinsley being out for the mayoralty and Dr. Bruce L. Wallace running for the council.

"I HAD A WONDERFUL TRIP ON THE STEAMER HUMBOLDT"

That's the slogan adopted for publicity by the White Flyer Line plying between San Francisco, Portland, Santa Barbara and Los Angeles. The "Steamer Humboldt" is well remembered by those who "went into the Yukon back in the '90s," sailing between Seattle and Alaskan ports, under the guidance of Captain Baughman, the only master the famous steamer has ever had. Something new on the coast is the installation of "standee" or Pullman berths on the steamer Humboldt, affording tourists the opportunity of taking the northern trip at a slightly reduced fare with the same privileges as those paying higher rates.

Besides enjoying a cuisine of the very best, passengers on the steamer Humboldt can now indulge in open-air dancing on the large promenade deck, while a very interesting radio-phone service is afforded and special arrangements are also made for the care and amusement of children.

Jerome Davis is the efficient district passenger agent for the White Flyer Line with headquarters at 543 1/2 South Spring street, Los Angeles, where Mr. Davis courteously supplies the traveling public with full information for "a wonderful trip on the steamer Humboldt."

"IT'S NOT FAR TO A FABER STORE"

PHONE: HILLCREST 3850-W

FRANK A. TAUNT

Representative

L. R. DAVIS

FORD - FORDSON

DEALER

EAST SAN DIEGO

Phone: Hillcrest 1549

Phone: Point Loma 20-J

SUNSET GARAGE

FIRESTONE TIRES

TURNER E. KLINE

1216 Bacon Street

Ocean Beach

Ocean Beach Branch

Philip Mayer Co.

1957 Abbott Street

ELECTRICAL

Engineers and Contractors
644 Seventh Street, San Diego
Representatives: Fairbanks-Morse Co.,
Wagner Electric Mfg. Co., Baker
Iron Works

BEACH PRICES SAME AS CITY

House Wiring and General
Electrical Work

Under supervision of
FRED BYRUM of Ocean Beach
FRED J. CAYWOOD of Pacific
Beach

Phone Point Loma 311-W

San Diego's All-Year-Round TOY LAND

Featuring a Complete Line of
BRASS BIRD CAGES
DOG SUPPLIES
Phone 625-70

PASSMORE'S

Bird and Toy Store

1166 Sixth St., Bet. B and C

CHILDREN'S TOY BOOKS

PLAY THINGS

PARLOR GAMES

SAN DIEGO'S OLDEST
BIRD STORE

SAN DIEGO Army and Navy Academy

Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Summer Session July 1 to September 1
Phone, Pacific Beach 172
CAPT. THOMAS A. DAVIS, Pres.

Kodak Finishing

The Best at the Lowest Prices

ENLARGEMENTS

Copy Work and Coloring

GREETING CARDS

For All Occasions

Prompt Attention Given to Mail
Orders

J. P. FROIDE

5019 Newport Avenue

Ocean ("Keep Boosting") Beach

MAINE GARAGE

Phone, Point Loma 382

Newport Avenue

TIRES AND AUTO SUPPLIES

STORAGE

\$5.00 Per Month

Cars Delivered Anywhere in
Ocean Beach

Open Until Midnight

Put "Ocean Beach" plates on your car.